



FEDERAL ELECTION COMMISSION  
WASHINGTON, D.C. 20463

RQ-2

January 25, 2013

LEONARD A. CULLO JR., TREASURER  
H.J. HEINZ COMPANY POLITICAL ACTION  
COMMITTEE  
1 PPG PLACE, SUITE 3100  
PITTSBURGH, PA 15222

**Response Due Date**  
**03/01/2013**

IDENTIFICATION NUMBER: C00336040

REFERENCE: AMENDED JULY QUARTERLY REPORT (04/01/2012 - 06/30/2012),  
RECEIVED 09/20/2012

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report(s) referenced above. This notice requests information essential to full public disclosure of your federal election campaign finances. **Failure to adequately respond by the response date noted above could result in an audit or enforcement action.** Additional information is needed for the following 1 item(s):

- A review of the reports filed by "Heartland Values PAC" discloses a \$5,000 contribution made by your committee on 5/8/12. However, your reports do not appear to disclose a disbursement to this committee on or before that date. Further, a memo text attached to the Amended July Quarterly Report (4/1/12-6/30/12) filed by this committee on 10/30/12 states, in part, "We received check #1639 from H.J. Heinz Company Political Action Committee which was deposited on May 8th, 2012. [I] checked H.J. Heinz FEC reports and found their contribution to us in their October Quarterly report, dated July 13th, 2012." Please amend your report(s) to disclose this activity or clarify this apparent discrepancy.

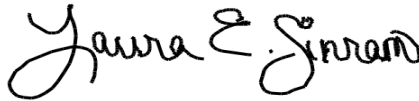
**Please note, you will not receive an additional notice from the Commission on this matter.** Adequate responses must be received by the Commission on or before the due date noted above to be taken into consideration in determining whether audit action will be initiated. Failure to comply with the provisions of the Act may also result in an enforcement action against the committee. Any response submitted by your committee will be placed on the public record and will be considered by the Commission prior to taking enforcement action. **Requests for extensions of time in which to respond will not be considered.**

H.J. HEINZ COMPANY POLITICAL ACTION COMMITTEE

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Electronic filers must file amendments (to include statements, designations and reports) in an electronic format and must submit an amended report in its entirety, rather than just those portions of the report that are being amended. If you should have any questions regarding this matter or wish to verify the adequacy of your response, please contact me on our toll-free number (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division) or my local number (202) 694-1157.

Sincerely,

A handwritten signature in black ink that reads "Laura E. Sinram". The signature is written in a cursive style with a large, stylized "L" and "S".

Laura Sinram  
Senior Campaign Finance Analyst  
Reports Analysis Division